PARNELL **INC.**

NEWSLETTER OF **THE PARNELL BUSINESS ASSOCIATION**

SEPTEMBER 2015

IN THIS ISSUE

- **DÉCOR IN PARNELL**
- **NEW DEVELOPMENTS**

MANAGER'S MESSAGE

Dear Member

September is décor month and with the first inklings of Spring in the weather, this is the time many people think of giving their homes a freshen up. Parnell is extremely well positioned to answer this need with well over 50 Home Improvement and Décor outlets.

The recent opening of King Living in Parnell Rd, plus the fabulous E & H complex along The Strand, with high profile tenants Dawson & Co. and Palazzo Kitchens, firmly cements Parnell as the décor mecca of Auckland.

Perfectly timed is our décor competition, "Parnell, the Ultimate Design Destination". Launching in the media of all things desirable (Denizen Magazine) in September, you could win $3000 in décor if you enter – so please go to parnell.net.nz to do so.

Over the past financial year, we started seeing a distinct improvement in spending in Parnell as reported in the quarterly performance summary by Marketview. The last quarter of 2014 saw a 6.4% increase on the amount spent on card purchases as compared to the same quarter the previous year, with the busiest month of the year being May! The overall annual performance summary reported a 5.5% increase year on year. In line with all of Auckland at an average of 5.7%. We still have several exciting challenges ahead, but seem to have turned the corner.

On the 1st Oct is our AGM and notices have gone out in this regard, including information on nominations and voting procedure. We look forward to seeing a good turnout of members. Please see the info below if you have not yet RSVP'd.

Please feel free to get in touch with any queries or comments.

Kind Regards
Cheryl Adamson
General Manager

ANNUAL GENERAL MEETING

DATE: Thursday, 1st October, 2015.

TIME: 5.15pm for 5.45pm

VENUE: Hobson Room, Jubilee Building, 545 Parnell Road.

RSVP: cheryl@parnell.net.nz by 25th September

Parnell, the Ultimate Décor Destination

Parnell has an abundance of décor outlets, whether it be for home, office or commercial ventures, making it the mecca for all things décor. With 50 plus outlets, three new ones opening in August, Parnell is well positioned to boast as being the décor capital! With this in mind we have created a Décor Outlet map which can be viewed on the Parnell Inc. website.

Spring has arrived and September is the month to celebrate new beginnings and introduce changes. Parnell, as the Ultimate Décor Destination, is showcasing its décor outlets with a promotional campaign aimed at increasing awareness, by presenting 15 of it's fabulous décor outlets, and encouraging increased foot traffic to the area through its $3000 décor competition.

One lucky winner will experience the exciting opportunity of spending their $3000 prize at participating décor outlets. Entering the Décor Competition is simple and only requires viewing the three décor spreads as seen in Denizen and choosing your favourite product. **Entry is through parnell.net.nz.** The competition runs 7-30 September.Terms & Conditions apply.

Several ways you could support the Parnell décor category include encouraging entry into the competition or informing others about the Décor Map. You could be the lucky winner!

PARNELL, *the* ULTIMATE Design *Destination*

Journey to Parnell to discover the rich, VIBRANT designs on offer. *Explore the* abundant *diversity* from textiles to tiles, FURNITURE to lighting, exquisite wallpapers to beautiful *artefacts.* Parnell is Auckland's *design mecca* boasting well over 50 décor and home improvement outlets with an exciting mix of both LOCAL and INTERNATIONAL brands. If you're looking for *superior,* SOPHISTICATED products, for your home or office, create your own PARNELL design experience.

LASVIT PRESS LAMPS BY NENDO
matisse.co.nz

Win $3,000 in Décor

Peruse the next three pages of glorious themes we have created for you, then go to **parnell.net.nz** to enter online. Tell us which of the three themes is your favourite and you could win $3,000 to spend at a selection of outlets in Parnell.

Competition closes 30 September 2015. (Terms and conditions apply). See parnell.net.nz for details.

Parnell, the Ultimate Décor Destination

PARTICIPATING **OUTLETS**

These are the stores that participated in the 3 beautiful spreads as seen in Denizen magazine. Refer parnell.net.nz

ALFRESCO INEXTERIOR LIVING

223 Parnell Road, Phone 309 3643

For 25 years Alfresco furniture, homewares and accessories have helped create many ideal outdoor living spaces for NZ homes. The Alfresco brand of furniture is designed and made in New Zealand exclusively for their store, accentuated by the stunning range of hand-picked homewares and accessories.

BACKHOUSE INTERIORS

19 Earle Street, Phone 309 0500

Backhouse has a strong reputation for innovative and internationally acclaimed imported design, but also supports and celebrates NZ manufacturers producing world-class designs. Although relatively new to the décor scene in Parnell, the last 64 years that Backhouse has been in business ensures their brand is synonymous with quality, backed by a tradition of providing excellence.

BAUHAUS

19 The Strand, Phone 302 2651

Passionate about cool, functional furniture, Bauhaus offers minimalist, contemporary furniture for New Zealand homes, with collections being sourced from award winning designers and craftsmen, both locally and abroad to meet the tastes of interior designers and homemakers alike.

CORSO DE' FIORI

The Foundation 8 George Street, Phone 307 9166

From the eminently practical, through to pieces of astonishing craftsmanship, Corso de' Fiori source unique objects of both beauty and usefulness from around the world - from high-end brands to undiscovered artisans. Corso live and breathe interiors, with an evolving selection of homeware, furniture, and giftware.

DAWSON & CO.

115 The Strand, Phone 476 1121

For over 38 years Dawsons has been filling homes with designer furniture sourced from New Zealand and abroad. New name, same Dawson family, same great philosophy to showcase great quality, honest furniture from brilliant craftspeople in a welcoming environment! New to Parnell, Dawson & Co. opened their Parnell showroom in August.

GALTONS OF PARNELL

287 Parnell Road, Phone 379 2371

Galtons of Parnell believes your everyday life should be enriched by the items you have in your life. Only carrying products with integrity of design and construction from leading European companies, Galtons of Parnell offer a high end selection of products that are not available everywhere.

ICON TEXTILES LIMITED

9 Earle Street, Phone 302 1653

Icon Textiles, a leading NZ supplier of quality furnishing fabrics, wallpapers, trimmings, floor rugs, cushions, and other related products, is the sole distributor in NZ for Designers Guild. They represent some of the world's finest brands including William Yeoward, Cole and Son, Ralph Lauren fabrics and wall coverings, plus they supply the iconic TXCO range of natural linens and cottons. Icon are suppliers to the interior design industry.

IMO

30 Kenwyn Street, Phone 373 4081

IMO are designers and manufacturers of world-class commercial and residential furniture, making modern objects that may appear simple, yet are classic, durable pieces. IMO products are developed in a rigorous design process by working closely with manufacturers to bring intelligence and efficiency to their work.

KARAKTER

Geyser Building, 100 Parnell Road, Phone 550 8749

Karakter specialise in mid-20th century and modern design, sourcing the finest examples of original furniture and home accessories from the leading designers and manufacturers in the world. Taking pride not to stock copies, the showroom is a who's who of design heroes such as Mackintosh, Eames, Wegner, Jacobsen, Starck, Citterio and Magistretti.

KING LIVING

535 Parnell Road, Phone 309 3766

King Living has arrived in New Zealand! Its new Auckland Showroom is inspiring and contemporary, offering a wide selection of King Living designs, as well as a range of beds, coffee and dining tables, chairs and storage systems from leading Italian furniture designer and manufacturer Former Italy, available exclusively at King Living.

MATISSE

99 The Strand, Phone 302 2284

Matisse has a vision to be New Zealand's leading supplier of future proofed sustainable world-class designs that create 'inspirational' places to work and live. Since 1987, Matisse International has been NZ's premier supplier of some of the world's most luxurious furnishing names, working extensively with influential manufacturers such as B&B Italia, Poltrona Frau, Armani Casa, Arclinea, Hansgrohe, Herman Miller, and Moroso.

REPUBLIC HOME

56 Parnell Road, Phone 308 9237

Opening in Parnell in early 2015, Republic Home is renowned for its globally sourced products, hand-picked for their vintage, exotic and contemporary style. It has a reputation for being a mecca of all things cool and funky.

TEXTILIA LIMITED

Corner Earl & Bath Streets, Phone 302 3182

With over 30 years experience in the furnishing textile industry, Textilia Limited is a well established NZ company. Their comprehensive mix of stock and International brands enables them to offer a broad and leading edge selection of textiles and wallcoverings for home, work or public spaces. Collections are available in NZ through approved Interior designers, furniture and furnishing retailers and manufacturers.

TILE SPACE

3/114 St Georges Bay Rd, Phone 270 8796

Tile Space (formerly Heritage Tiles) is NZ's most prominent distributor of porcelain, ceramic, mosaic and decorative wall tiles. With 25 years in the Tiling Industry, Tile Space has secured exclusive partnerships with major tile manufacturers in Italy, Spain, Turkey, UAE and across Asia.

TRENZSEATER

80 Parnell Road, Phone 303 4151

TRENZSEATER is synonymous with tailor made quality furniture, designed and made exclusively in New Zealand, along with a large portfolio of international brands that are imported and distributed throughout NZ, including Andrew Martin, Halo Est., Eichholtz, Luxy. They also offer a comprehensive full interior design service.

NEW PARNELL DEVELOPMENTS AND BUSINESSES

Complementing the décor component and fully cementing Parnell as the Ultimate Design Destination with well over 50 décor and home improvement outlets, two new big developments have opened.

E & H BUILDINGS

115 The Strand has undergone a substantial transformation from its old warehouse space to character showrooms and retail. Situated beside Matisse, in the newly refurbished E & H Buildings are Dawson & Co. and Palazzo Kitchens & Appliances.

The high quality refurbishment of the E & H Buildings, built between 1940-1999, has been cleverly executed to ensure it offers modern, open spaces with abundant natural light, yet is still able to celebrate the heritage of the space. Justin Wyborn of Vantage Group states, "Not only is it rare for retail space to come up in the lower Parnell area, it's also rare to get your hands on a space as impressive as the E & H Buildings". The space offers front and rear courtyards, with additional parking at the rear.

Dawson & Co. and Palazzo Kitchens & Appliances are well positioned to complement the other décor outlets in the area, "We're incredibly pleased to have secured such high-caliber tenants", says Justin.

DAWSON & CO.

New name, same Dawson family! For over 38 years the Dawson family have been filling homes with designer furniture sourced for NZ and abroad.

Their philosophy is simple - to showcase great quality, honest furniture from brilliant craftspeople in a welcoming environment. Extensive travel, meeting artisans in their workshops, means that Dawson & Co. are confident in showcasing the best value product they can find, e.g. Timothy Oulton, Manutti and Tribu.

PALAZZO KITCHENS & APPLIANCES

Palazzo specialises in affordable German kitchens and offers over 35 brands of international kitchen appliances.

Established in 2003 but new to Auckland, Palazzo Kitchens have one of the largest selections of kitchen appliances including sinks, taps and all the essential kitchen items. Palazzo also offer free concept design and delivery.

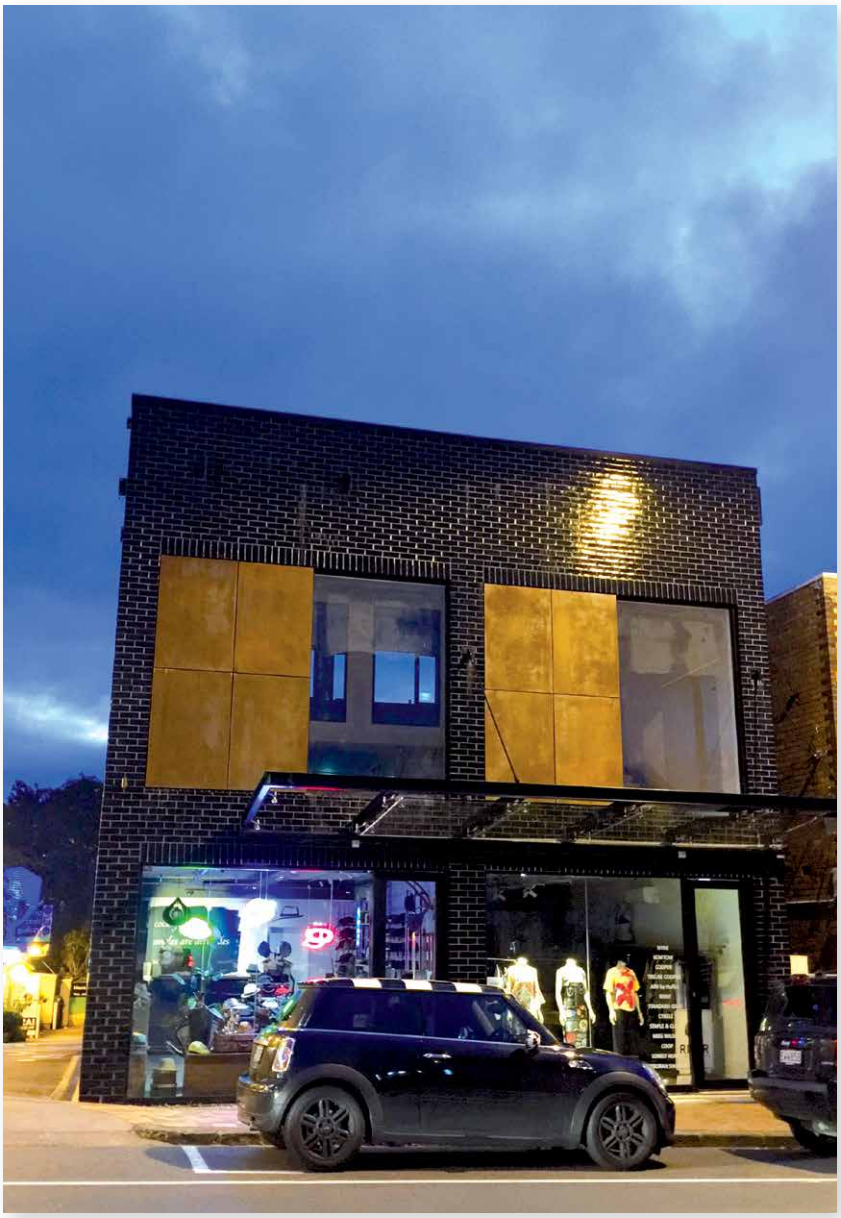
KING LIVING ON PARNELL ROAD

Design is their passion, differentiation their strength, with a reputation built on steel frames that deliver the best in support and comfort. With 14 showrooms in Australia and one in Singapore, King Living has arrived in New Zealand with its flagship store, adding more depth to the décor offerings in Parnell.

Famous for designing and manufacturing contemporary, award-winning furniture since 1977, King Living introduces new designs every year and takes advantage of new technologies to offer their customers the very best furniture.

NEW IN PARNELL

235 Parnell Road



One of the best hidden secrets in Parnell, 235 Parnell Road, now the new home of Hattitude and River. Designed by architect Richard Naish from RTA Studio (who has just won the coveted title of Architect of the Year for 2015), the superb contemporary hand made brick slips that clad the front and return down the side of the building, give one the feeling of being in a side street in Melbourne and draw you down the cobblestone path into one of the best premises in Parnell.

This last remaining tenancy for lease comprises a 95.50m² space with large shugg windows combined with an extensive covered deck area of 70m² with an outlook to the west, taking full advantage of the afternoon sun, panoramic views of the city skyline and Auckland Domain. The space would make an incredible showroom, service offering or a restaurant with indoor and outdoor seating year round. It's rare in Parnell to have a consented covered deck and 235 has been designed with this in mind. If you want the best in architectural design and an international feel - It doesn't get better than this.

For more details on this opportunity, please refer to www.78.co.nz or call 027 6620400

ALREMO GALLERY

237 Parnell Rd, Phone 021 2711137

A quaint gallery and studio down the side of 237 Parnell Road where artist Alireza Moeinian, paints with a unique style using rich and deep colours. A commissioned portrait artist, he also works across other versatile mediums such as photography, film, graphic and web design.

DESIGNERS CANDY

360 Parnell Road, Phone 972 9204

A wholesale importer and agent of interior products supplying the interior industry and specialty retailers with woven and printed textiles, wallpapers, decorative hides, artwork, furniture and lighting.

ELLA BACHÉ

165 Parnell Road, Phone 366 1662

Previously known throughout Parnell as Rocco & Rouge, Ella Baché has now taken over with its flagship salon opening recently. To celebrate, they are also giving $50 off any Facial Treatment until the end of September!

ENERGISE COACHING LTD

Level 1, 69 St Georges Bay Road, Phone 021 703 859

At Energise the primary focus is helping business to business clients who want sustainable growth. Their programmes result in sales and marketing plans with an implementation strategy.

HATTITUDE

235 Parnell Road, Phone 0210 275 9177

New Zealand's premier hat emporium for both men and women. Stocked full of exclusive designs and hats from historical makers from the USA, Europe and Australasia, Hattitude aims to be the first and last word in hats for dress, casual or chic for any occasion under the sun.

PASSION FOR PAPER

272 Parnell Road, Phone 379 7579

New venue for an old favourite. A Parnell classic, Passion for Paper is back in temporary premises at 272 Parnell Road. Well known for their exclusive hand finished cards, beautiful leather and Italian wrapping paper they're open in time for all those summer gifts.

PEPITOS TAPAS

112 Parnell Road, Phone 320 3144

Come and enjoy Parnell's newest hospitality outlet. Pepitos is a Spanish Tapas Bar by José Luis Fowler, the owner of Cook at Home Paella. Importing quality Spanish Goods, including over 80 Spanish Wines & Sherry, Spanish Beers, Cider, Meats, Oils, Rice, Chocolate Sauce, Seafood, Anchovies, Spices and much more, directly from over 70 suppliers in Spain.

PROACTIVE

Level 1, 77 Parnell Road, Phone 307 3344

Previously known as physio Solutions, Proactive offers a range of services in Physiotherapy, exercise Physiology, pain management, occupational health and concussion services.

RIVER NZ DESIGNER CLOTHING

235 Parnell Road, Phone 021 407437

Recently relocated, River was founded in 2004. They specialise in top NZ clothing brands including Kowtow, Nye, Lonely Hearts, Nom*D, Trelise Cooper and more. The seasonal range is constantly updated to maintain interest and guarantee a fashionable wardrobe.

RŪMĪ

251 Parnell Road, Phone 307 0090

Rūmī is the only Persian restaurant in Auckland. Owned and operated by Reza Rumi, the restaurant has a cozy and inviting atmosphere. With a family background in the business, Reza has extensive experience in the hospitality industry. Rūmī can also cater for private functions.

STUDIO CAROLINA IZZO

3B Scarborough Lane, Phone 377 4159

Specialists in Art and Heritage Conservation, Studio Carolina Izzo focuses particularly on the conservation and restoration of paintings, frames, objects, and Heritage Buildings.

ARTWEEK AUCKLAND. OCTOBER 10–18. ARTWEEK.CO.NZ

ARTWEEK Auckland brings together the Auckland art community under one umbrella to showcase a cross-section of free art exhibitions, art-related talks, special events, art tours and more in venues around the city. Parnell has the most galleries on one street in Auckland and this ARTWEEK offers a variety of art and art-related events.

ARTWEEK Auckland kicks off in Parnell on **Saturday 10 October**. You are warmly invited to join us for something a little bit 'Parnell' different, by visiting the variety of exhibitions in the galleries, attending talks, taking tours or viewing interactive works.

Jonathan Grant Galleries

Established 1984

Jonathan Grant Galleries specialises in 19th & 20th Century English, Continental and Antipodean paintings. Regular exhibitions include works by CF Goldie, Frances Hodgkins, Peter McIntyre, Sir Peter Siddell, Ray Ching and Piera McArthur.

280 Parnell Road Auckland Tel 09 308 9125
Email: jg@jgg.co.nz
www.jonathangrantgalleries.com

Watch the outdoor painting performance by award winning artist Wei Lun Ha, an emerging NZ Chinese calligraphy artist, opposite Heard Park. He prides himself on his traditional style that plays on a contemporary twist, with works that are very Zen-like yet carry an abstract element to the form.

Enjoy a free cycle tour in Parnell to explore the very best of ARTWEEK, from the comfort of a bike seat. Bring your own bike or use one provided by Auckland Transport, accompanied by safety riders. Bookings essential.

In addition to the twelve galleries hosting an exciting range of exhibitions, visit **Artis Gallery** to listen to a talk about Michael Smither's work and career at 1pm. **Pierre Peeters Gallery** will be hosting an ARTWEEK Writing Session from 12-1.30pm as an informal opportunity for you to interact with professional writers, improve your writing skills and voice your opinion. Head on down to **Bath Street Gallery** to join in the discussion on the exhibition, and contemporary approaches to abstraction in art. Visit **Studio Carolina Izzo**, specialists in conservation and restoration of paintings, frames, objects and Heritage Buildings between 10am-2pm.

During ARTWEEK Webb's Auction House will also be screening two movies, Marina Abramovic: The Artist is Present and Banksy Does New York.

Check out our website at parnell.net.nz for further details on Parnell's ARTWEEK Day and see what other visual experiences you can take part in during ARTWEEK Auckland in Parnell.

Nottinghill Kitchen

AUGUST **NETWORKING EVENT**

Warmed by the fire on a wet winter evening, Vicky Cato and Joe Vataiki of Nottinghill Kitchen, generously hosted an engaging and friendly business showcase event in the atrium of their premises. A point of difference for Nottinghill is their private atrium which has become popular for local businesses to host meetings.

Guest speaker Hamish Firth, Director of Planning and Consultancy for Mt Hobson Group, delighted members with his perspectives and opinions on several urban planning issues and why the Council are not always the enemy in the urban planning process. Thought-provoking and engaging, it provided lively discussion. Members were introduced to the Destinations Magazine team from 156 Parnell Road and the professional travel magazine they produce.

The event was well attended with guests receiving a goodie bag from Nottinghill and a copy of latest Destinations magazine.

Webb's Auction House

JULY **NETWORKING EVENT**

A large turnout by members, keen to explore Webb's new upmarket premises, listened to Chairman Chris Swasbrook provide an informative overview of the history of Webb's, from its beginnings in 1976 to its current direction. As the market leader, Webb's growth and success see it now as an NZX listed company.

A big thank you to Chris and his team for the warm welcome, friendly hospitality and the opportunity to view the beautiful jewellery and art works typical of their regular auctions.

CALENDAR

BUSINESS **SHOWCASE**

HAWORTH® by europlan

Operating since 1963, Haworth by Europlan are well recognized in New Zealand for designing, supplying and servicing commercial office furniture. If there's one word that sums up the current movement in global workplace trends, it is 'Wellness'. The emphasis on 'Wellness' is influencing innovations in workplace and furniture design as well as forming the foundations of strategies employed to optimise our corporate real estate floor plates.

Haworth by Europlan believe workspaces should address all aspects of an individual's well-being, from physical and social to community and career wellness. With a commitment to helping clients create and sustain a safe and secure work environment that ensures people's well being, Haworth by Europlan is about creating functional and future proofed workspaces.

Date: Tuesday, 15 September, 5:30-7.00pm
Venue: Haworth by Europlan, Saatchi Bldg
Email barbie@parnell.net.nz to RSVP

Take action this October against the leading cancer for New Zealand women. October is breast cancer awareness month. Century 21, as a proud community supporter of The New Zealand Breast Cancer Foundation, will be hosting the October Parnell Inc. Business Network meeting as a fundraiser, with all monies raised going to NZBCF. You are invited to attend our pink themed event, 'Pink in Parnell'. Together we can all help make a difference!

Diarise
Date: 22nd October
Venue: Century 21, 272 Parnell Rd

We are currently accepting offers of interest for businesses to host a Networking Event next year. If you are a Parnell business who want to host a Parnell Inc. Networking Event please phone 379 0606 or email barbie@parnell.net.nz

Parnell Market Day

SATURDAY 31 OCTOBER **HOLY TRINITY CATHEDRAL**

This is a wonderful opportunity to sell stock you wish to clear before Christmas, test new products with shoppers, promote your business and or services, as well as take part in a community event. You are invited to be a part of the carnival atmosphere, with music/entertainment and the general 'buzz' generated by all stalls and people being in one place.

Parnell retail stallholders will also benefit from the strong database that the Cathedral has, providing an advantage for trading on the day. For further information and to make a booking for a space **email barbie@parnell.net.nz**

SECURITY CONCERNS?
CALL GLOBAL SECURITY

375 9000

There has been a spate of tagging on some Parnell business properties. It is best to have such unsolicited artwork removed quickly. In the first instance, contact your landlord or go to the Auckland City Council website to complete a request for removal form.

If you need to report suspicious behaviour, seek security advice or need assistance to deal with security issues such as anti-social behaviour or begging, please contact Global Security's 24/7 Rapid Response Operations Centre on 375 9000, say you are a member of Parnell Inc, or email customerservices@globalsecurity.co.nz.

PLEASE NOTE: THIS SERVICE DOES NOT ACT TO REPLACE NZ POLICE. ALL EMERGENCIES AND SERIOUS CRIME CALL 111.

Every effort has been made to verify the accuracy of the information at the time of going to print. Parnell Inc. accept no liability for variances in information and change of circumstances or development plans.

MEET YOUR PARNELL INC. COMMITTEE MEMBERS

CHAIR
Paul Spackman
Spackman Property Services Ltd

John Bardebes
New York Properties

Rebecca Foley
Hartfield Jewellers

Jason Galea
Masfen Group

Martyn Hamilton
Property Supervisors Ltd

Dana Johnston
46 & York

Hamish Lewis
Trenzseater

Kelvin Ricketts
Zlato on Parnell Ltd

TREASURER
Chris Lynch
Lynch, Phibbs & Associates

LOCAL BOARD REPRESENTATIVE
Christopher Dempsey
Waitemata Local Board

THE PARNELL INC. TEAM
Cheryl Adamson
General Manager
cheryl@parnell.net.nz

Barbie Jones
Office Manager
barbie@parnell.net.nz

323 Parnell Road (rear courtyard)
09 379 0606
www.parnell.net.nz
Parnell the creative quarter
@ParnellInc

IN THE PARNELL INC.

The Parnell Inc. newsletter is delivered to all our members. If you wish to advertise in the next newsletter to help build brand awareness and exposure to your business let us know.

Email barbie@parnell.net.nz to secure your spot in the next issue as soon as possible.

Cover Pic courtesy Dawson & Co.